



Leadership Development & Excellence in Management (LDEM) Services

Pre-Proposal Conference
March 10, 2014

NASA/GODDARD SPACE FLIGHT CENTER
Visitor Center



Disclaimer

In the event of any inconsistency between data provided in these charts and the RFP, the language in the RFP, including any amendments, will govern.



Agenda

<u>Time</u>	<u>Topic</u>
10:00	Welcome, Review Agenda, and Introductions
10:05	Procurement Overview
10:15	LDEM Technical Overview
10:30	Questions Submitted
11:00	Answer Session
11:45	Closing Remarks



Key Team Members

Source Selection Authority (SSA):

Crystal Gayhart, 110

Contracting Officer:

Jerry Edmond, Code 210.P

Contract Specialist

Daniel Adams, 210.P

Contracting Officer Representative (COR):

Mike Marshall, 114



Procurement Overview

Activities To Date

- Sources Sought Notice to Industry released May 29, 2013
- LDEM Synopsis posted January 31, 2014
- LDEM RFP posted February 19, 2014
- Pre-Proposal Conference March 10, 2014



Procurement Overview

Web Sites

- All LDEM documents can be found through the NASA Acquisition Internet Services (NAIS) webpage:

<http://procurement.nasa.gov/cgi-bin/EPS/bizops.cgi?gr=D&pin=51>

- Check Web sites periodically for updates



Procurement Overview

Procurement Background Information

The following applies to LDEM:

- Follow-on
 - Leadership Development & Excellence in Management Services
- Woman Owned Small Business Set-Aside
 - NAICS code: 611430; Size Standard \$7M



• Procurement Overview

Procurement Background Information (cont)

- Contract Type
 - Firm Fixed Price
 - Indefinite-Delivery, Indefinite-Quantity (IDIQ) contract
 - Task Ordering Procedures (refer to clauses B.5 and the Catalog Pricing in Exhibit 1)
- Contract Clauses of Note
 - Five year period for issuing tasks (effective ordering period)
 - \$5M Maximum Ordering Value



Procurement Overview

Evaluation

- Conducted in accordance with FAR 15.3/NFS 1815.3 Source Selection Procedures
- Evaluation Factors
 - Mission Suitability (adjectival rating)
 - Price (Catalog Pricing Exhibit 1)
 - Past Performance (adjectival rating)
- Award on initial offers is anticipated, but the Government reserves the right to hold discussions with offerors



Procurement Overview

Mission Suitability Factor

Mission Suitability will be assessed based on:

- Offeror's understanding of the requirements
- Offeror's approach to fulfilling the competency models identified in the Statement of Work
- Offeror's key learning objectives and workshop outcomes
- Offeror's technical proficiency
- Offeror's completeness, clarity, flexibility, effectiveness, and efficiency
- Offeror's comprehensiveness and effectiveness in ensuring quality assurance concepts and principles are implemented



Procurement Overview

Price Factor

- For purposes of this Price Evaluation, offerors shall complete Catalog Pricing Exhibit 1
 - Government provides estimated number of participants
 - Offeror proposes price per participant
- Price analysis will be performed



Procurement Overview

Past Performance

Past Performance will be assessed from:

- Relevant Contracts
- Significant Subcontracts
- Questionnaires

Past Performance Ratings

- **Very High Level of Confidence**
- **High Level of Confidence**
- **Moderate Level of Confidence**
- **Low Level of Confidence**
- **Very Low Level of Confidence**
- **Neutral**



Procurement Overview

Relative Importance of Evaluation Factors

- The Price Factor is significantly less important than the combined importance of Mission Suitability and the Past Performance.
 - $\text{Mission Suitability} + \text{Past Performance} > \text{Price}$
- The Past Performance is less important than the Mission Suitability Factor but more important than the Price Factor.
 - $\text{Mission Suitability} > \text{Past Performance} > \text{Price}$



LDEM Technical Overview

GSFC's Requirement

LDEM Leadership Development Philosophy

- Everybody is a leader – leadership is everybody's business
- No matter where you sit, you influence
- When you know what to look for, leadership opportunities abound
- Leaders make choices and take responsibility for their own learning and actions
- Leadership can be learned through a developmental, as distinct from training, program
- Adults learn best in a safe setting and in the context of real world issues and concerns



LDEM Technical Overview

GSFC's Requirement

Provide a formal Leadership Development Program divided into four levels:

- Four integrated programs that fulfill the competencies and skills in the Statement of Work
- Competencies and skills traceable to OPM's Executive Core Qualifications (ECQs) and SES Seven Factors
 - GSFC's Leadership Model
 - NASA's Leadership Model
- Cohort leadership development for up to 30 people for Programs A-C and up to 12 people for Program D
 - Program A – Leading Self/Self Awareness
 - Program B – Leading Groups and Teams
 - Program C – Leading Organizations
 - Program D – Leading Change



LDEM Technical Overview

GSFC's Requirement

GSFC Leadership Model

Top-Level Competencies

Self	Interpersonal	Group/Team	Organization	Environment
<ul style="list-style-type: none">• Cognitive Skills• Self-Awareness and Emotional Intelligence• Personal Capabilities and Characteristics• Leadership Presence• Diversity with Inclusion	<ul style="list-style-type: none">• Relating to Others• Diversity with Inclusion	<ul style="list-style-type: none">• Group Dynamics• Diversity with Inclusion• Effective Decision Making• Workgroup Leadership• Team Development	<ul style="list-style-type: none">• Leading People• Leading Change and Transition• Leading and Managing Work• Organizational Awareness and Relationships• Organizational Culture• Diversity with Inclusion• Organizational Learning	<ul style="list-style-type: none">• External Awareness• Strategic Leadership• Business Development• Stakeholder and Partner Relationships



LDEM Technical Overview

GSFC's Requirement

NASA's Leadership Model:





LDEM Technical Overview

GSFC's Requirement

LDEM Program expectations:

- Be innovative
- Incorporate industry best-practices and current leadership research
- Utilize a wide-range of learning modalities and methodologies
- Incorporate principles of adult learning in design
- Have direct application for the GSFC workforce
- Evolve over the course of the contract based on participant/NASA feedback
- Be inclusive and accessible



LDEM Technical Overview

GSFC's Requirement

Expected Program Outcomes:

- To create a cadre of dedicated leaders fully capable of supporting the GSFC mission
- To create synergistic networks that further strengthens cross-organizational collaboration, cooperation, and success
- To embody continued personal, professional and career growth
- To establish a learning community capable of mutual support, encouragement, and feedback